

A. B. C. CONVENTION TO MEET IN CHICAGO

Bureau for Truth in Circulation Represents Leading U. S. Publishers.

1200 ARE MEMBERS

Daily Missourian Is Member—Delegates to Gather on June 1.

The Audit Bureau of Circulations, better known as the A. B. C., of which the Daily Missourian is a member, holds its fourth annual convention in Chicago, Friday, June 1.

Founded on the mutual desire of advertisers and publishers for truth in circulation, and to raise the circulation standard, the success and growth of the A. B. C. has been little less than phenomenal. Its membership is now over twelve hundred, composed of the country's leading advertisers, advertising agents and publishers, of newspapers, magazines, farm journals, and class trade and technical publications. The total circulation represented is over sixty million and one hundred million dollars is spent annually for advertising by its space-buying members, not to mention other space buyers, both local and foreign, who use A. B. C. Standard Circulation Reports as a basis for their appropriations, but are not actively affiliated with the organization.

It has placed the buying of circulation on the same basis as the purchase of a ton of coal, a hundred pounds of sugar, or any other commodity.

Nothing But the "Truth."

In the three years of its existence the Bureau has issued approximately ten thousand publisher's sworn statements and two thousand audit reports, constituting a reliable and authentic circulation service of inestimable value. Thirty-six trained circulation auditors are now in the field making examinations and reports.

A. B. C. Standard Circulation service is accepted everywhere as the best and most authoritative circulation information available. As an example, the Federal Trade Commission, at Washington, has just officially requested the Bureau's latest reports on all its newspaper members, to be used in connection with its investigation of the newspaper situation.

All Members Have a Voice.

The Bureau is a thoroughly democratic organization, each member having a voice in its conduct. The president is Louis Bruch, vice-president of the American Radiator Company, and one of its directors and treasurer is Hopewell L. Rogers, president of the American Newspaper Publishers' Association.

Advertisers and publishers in other countries have been watching the growth of the A. B. C. idea with great interest, and information has been received that both England and Sweden contemplate similar organizations in the near future. One of the leading newspapers in Cuba has also asked for an A. B. C. audit of its circulation and several South American countries have asked for information.

MEN LET 'EM VOTE, MARRY 'EM, TOO' IN ILLINOIS, SHE FINDS

"Election day in the towns where there is equal suffrage holds no particular glamor," says Miss Grace G. Cratty of Litchfield, Ill., formerly a student in the University, now visiting nurse of that city. "On the way to their work in the morning women stop in and vote; mothers ask some one to watch their babies a minute while they vote; society girls dress early and stop at the polls on the way to their afternoon parties, or a hostess serves refreshments early so that her guests will have time to go by the polls on their way home to vote before the polls close. Almost all women of eligible ages cast their vote; men take their wives down to the polls as they would anywhere else, and frequently they vote different tickets."

Miss Cratty also says that there has been no radical community reform since women have had suffrage, although the women's vote probably made the wet half of the town dry at the last election.

"Women vote just as foolishly and unintelligently as men," she says, "but their voting is no longer taken as a joke. Homes are not broken up; women do not leave their children for their husbands to rear while they stand on a street corner and deliver orations from goods boxes, and there are a great many elaborate weddings just as there were in the days when a woman was expected to be a sort of saintly imbecile of the clinging vine type."

CLASS USES SHORTS IN BREAD

Students Find Substitutes for White Flour Cheap and Nutritious.

Good bread, and that which is cheaper than white flour bread, can be made by substituting cottonseed meal or shorts for flour, the junior class in foods of the home economics department has found by a series of experiments in digestive trials of bread during the past week. Shorts can be substituted for three-fourths and cottonseed meal for one-third of the flour. Cornmeal was found to be expensive, and since it absorbs little water, to be too light for light bread. The comparative costs a pound were found to be as follows:

White yeast bread, 3 1-4 cups of flour, .0724 cents;
Cottonseed bread, 1 cup of meal for 1 of flour, .0568 cents;
Shorts bread, 2 cups of shorts for 2 of flour, .043 cents.

In each case the proportions of materials used were the same. The original recipe called for 3 1-4 cups of flour, 1 tablespoonful each of sugar and fat, 1-4 cake of yeast and 1 teaspoonful of salt. The other materials were substituted for the flour as shown in the table.

The cottonseed bread was found to be the best because it is moist, light and has an agreeable taste. It is dark in color and somewhat coarser than wheat bread. Cottonseed meal is superior to shorts because it is not likely to get scarce with the scarcity of wheat.

The shorts makes good bread which is both light in weight and in color, and has an agreeable taste.

The costs of the different materials vary widely. Flour is \$7 to \$8 a hundred pounds; cottonseed meal, \$2.50; shorts, \$2.80, and corn meal about \$4.

Miss Louise Stanley, professor of home economics, says these cheaper breads at the same cost are more nutritious than the wheat flour bread. They contain more fats, protein and mineral matter, and less starch.

The thirty students in the class spent one of each of the three class periods last week in baking one kind of bread and computing the costs. The work will be carried on by graduate students.

PLANTING BEANS AS WAR CROP

Green County Farmers Are Putting in 500 Acres, Letter Says.

A letter to Jewell Mayes, secretary of the State Board of Agriculture, from the Springfield Seed Company, says farmers near Springfield are planting about 500 acres of navy beans. This is a war food of great possibilities, according to Mr. Mayes, but one little worked in this state. Navy beans grow with little cultivation, yield ten to twenty-five bushels to the acre, with average care, and require only about twenty pounds to the acre for planting. The yield is not so large as in the cooler bean-producing states, but the fact that they can be raised more cheaply, as the cultivation can be given largely before the beans are planted, offsets the slightly larger yield.

To Tell of Plattsburg Camp

The Rev. James H. George, rector of the Calvary Episcopal Church, will speak on his experiences at the Plattsburg Training Camp and will tell of the camp to be held at Fort Riley at the Commercial Club luncheon tomorrow at the Virginia Grill.

The sales division of the METROPOLITAN Magazine (Theodore Roosevelt exclusive contributor) offers live out-door employment to college men and women. Many students will earn a large part of next year's tuition by this summer's work. Ten subscriptions every working day for a month will earn \$365.00.

METROPOLITAN

"The Livest Magazine in America"
432 Fourth Ave., New York.

FARMERS' PATRIOTIC ORGANIZATION HERE

Boone County Citizens in Get-Together Conference Plan to Help Nation.

WOMEN ARE TO AID

Prof. S. D. Gromer of the University Will Address Six Township Meetings.

"The Farmer's Patriotic Organization" was the name selected by the delegates to the "get-together" meeting of the farmers of Boone County at the county courthouse yesterday afternoon as the title by which the coming township meetings will be known. These meetings, with their dates and places in the seven Boone County townships, are as follows: Bourbon Township, at Riggs, Saturday night, May 5; Centralia Township, at Centralia, Saturday night, May 5; Perche Township, at the Methodist Church at Red Rock, Monday night, May 7; Missouri Township, at Midway, Tuesday night, May 8; Cedar Township, at Sapp, Wednesday night, May 9; Columbia Township, at the county courthouse in Columbia, Thursday night, May 10; Rockyfork Township, at Hallsville, Friday night, May 11. All these meetings will be held at 7:30 o'clock on the various nights.

S. D. Gromer to Address Meetings. With the exception of Saturday night, May 5, the meetings will all be addressed by Prof. S. D. Gromer of the agricultural faculty. On that night some other member of the faculty will speak. At all these meetings a delegate or delegates will be chosen to represent the township at the county meeting, which will be held at 2 o'clock Saturday, May 12, to determine the policy of the Boone county farmer in the present crisis brought about by the war and to further, if possible, the amount produced by every farmer.

The question of a State Council of Defense and the farmers' relation to it will also be discussed at this county council. Professor Gromer indicated what this attitude will be when he said: "It is fundamentally important that the farmer recognize the fact that his interests cannot be handled by business men, professional men, or ordinary citizens, and that the farmer cannot handle the problems of these other men. All must speak up or the ones not represented

will suffer. The world will have to depend largely for some time, perhaps years, on the farmers in the Middle West and in the Mississippi Valley. For this reason, the farmer must make his needs felt and his wants heard at all meetings which are to consider methods for promoting county, state or national defense."

Co-operation of Women Is Urged

All farmers are strongly urged to be present and to take part in these township meetings. If it is possible, the township meeting will consist of delegates selected by the various school districts of the township. If this cannot be done, then a general mass meeting will be held. The delegates in Columbia yesterday favored the former plan, but admitted that it was impossible in some localities. Women are also asked to attend and form their own clubs, if necessary, co-ordinate with those of the men.

The meeting yesterday was presided over by Professor Gromer, who gave the principal address. B. F. Goslin of Bourbon township was acting secretary. Mr. Goslin gave a short talk, explaining the formation of the farm club in his township, describing its advantages and showing how easy it would be to form a larger, stronger organization.

CLASSIFIED ADVERTISING

Half a Cent a Word a Day.

HOUSES FOR RENT

FOR RENT: House, after June 1, modern, furnished, large yard with already planted garden. Rent reasonable. Call 1116 Red. N-208

FOR RENT: Will rent for summer—furnished 7-room brick house, screened sleeping porch, gas range and heater. Phone 1131 Black. Mrs. A. C. Bush, 103 Bridge Terrace. R-210

FOR SALE

FOR SALE: A garage. 604 Conley. R-206-1f.

FOR SALE: Child's brown buggy (teal-hatched). Apply 1406 Bass or phone 1190 White. S-206.

FOR SALE: Ranger bicycle. Good condition. New tires. Owner leaving town. Will sell at bargain. See Blatner, 13 South Sixth. B-196-1f.

LOST AND FOUND

LOST: Pair of gold rimmed spectacles Tuesday between Campus and Stewart road. Finder call 445 Green. M-197-1f

MISCELLANEOUS

Call 1393 Green for sewing. Mrs. L. M. Bryant. B-207

HELP WANTED: An intelligent person may earn \$100 monthly corresponding for newspapers; \$40 to \$50 monthly in spare time; experience unnecessary; no canvassing; subjects suggested. Send for particulars. National Press Bureau, Room 2250, Buffalo, N. Y. N-1f.



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Has opened a high class Dental office in Columbia in Whittle Building. (Second Floor).

We are prepared to give you first class work at a popular price. We buy our supplies in large quantities which enables us to give you work at a great saving.

In order that we may have an opportunity to get acquainted with the people of Columbia and vicinity we are offering as a thirty-day special to clean every patron's teeth absolutely free.

Other Thirty-Day Specials 22K gold crowns and bridge work \$8.00 value \$4.00 per tooth. Silver fillings, \$1 and \$2 value 50c. Set of teeth \$10.00 value, \$6.00.

All our work positively guaranteed. Hours 8 to 6, Sunday by appointment. Phone 930 Red

EGG SHOW EXHIBITS ARRIVING

First of Kind West of Mississippi Will Open Tomorrow.

Exhibits for the first annual egg show to be held by the University of Missouri Poultry Association began coming in at the Poultry Building today. The show will open to the public tomorrow afternoon. The eggs to be exhibited will be judged tomorrow morning.

Members of the poultry department today were unable to estimate the number of entries. The show is the first of its kind to be held west of the Mississippi, except in connection with chicken shows, and there is no precedent upon which to base an estimate.

Friday and Saturday the Poultry Building will be open to visitors. Faculty members and students of the College of Agriculture will give demonstrations on subjects pertaining to egg production, marketing and preservation and allied poultry topics. The program will be informal, under the direction of Prof. H. L. Kempster,

chairman of the poultry department.

Ribbons and cups will be awarded to the winners of the classes. The cups are valued at more than \$100. They will be part of the exhibit at the Poultry Building.

COURT ROOM A MOVIE THEATRE

Columbia Merchants, in Film Will See Some Modern Methods

The Circuit Court Room at the court house will be used as a "movie" theater tonight. The Retail Merchants Association will witness a feature film, entitled the "Troubles of a Merchant." This film portrays the trouble caused by old-fashioned methods, and how the merchant finally awoke and remodeled the appearance of his building, put in competent clerks, and a new up-to-date stock of goods.

Victor B. Jones, secretary of the association, expects a large number of the local merchants to attend. Admission will be free.



EF some folks changed their own temp'rments they'd be better satisfied with those of their neighbors'.

A neighborly idea—pass your tin of VELVET.

Velvet Joe

Sugar! Sugar!!

11 lbs. Gran. Sugar \$1.00

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Will call for your Laundry

Family washing satisfactorily and cheaply done.

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House Cleaning Time

Don't Destroy Old Paper and Magazines WE BUY THEM

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Phone 392 We'll call KLAS COM. CO.

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If you bring your repair work to us it will be returned promptly in perfect condition. All work guaranteed.

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Don't throw away your old Panama or Straw Hats. Bring them here and let us fix them like new.

All kinds of hats cleaned, blocked and retrimmed. We guarantee all our work.

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A Refined Hotel for Your Mother, Wife and Sister

Rates:

Room with Private Bath

One Person \$1.50, \$2.00, \$2.50, \$3.00

Two Persons \$2.50, \$3.00, \$3.50, \$4.00

Rooms without bath, \$1 and \$1.50

If you can't laugh, see a doctor. If you can laugh, see

"The Importance of Being Earnest"

Act II.

MISS GLADYS WALL as CECILY
RALPH W. FISCHER as ALGY

CECILY: Miss Prism says all good looks are a snare.

ALGY: They are a snare that every sensible man would like to be caught in.

CECILY: I don't think I should like to catch a sensible man; I wouldn't know what to talk to him about.

By

The University Players

"Wisdom for the foolish;
folly for the wise."

Columbia Theater, Tuesday Night, May 15.

Prices: \$1, 75c, 50c and 25c

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